ORDER

Orders Order / Rev: 103613 / Alt Order #: 06830213 Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 08/08/12 - 08/14/12 Primary AE: Amy McCreary Original Date / Rev: 06/27/12 / 07/18/12 Sales Office: BLPHI **GENERAL** Order Type: Sales Region: National Name: Agency Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Heller Dean for U.S. Senate Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC01 Order Separation: 00:15:00

SELECT PRIORITY CODE

Revenue Codes:

Priority:

POLITICAL/AGY, PCAN, GEN

Advertiser External ID:

Agency External ID:

Bill Plan

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 07/30/12
 08/14/12
 30
 \$20,850.00
 \$17,722.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	30	\$20,850.00	\$17,722.50	0.00
Totals	30	\$20,850.00	\$17,722.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

 Order Share
 Share
 Total

 KSNV
 23%
 \$20,850.00

 Market
 100%
 \$90,652.17

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$32,634.78
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$16,317.39
KTUD	1%	\$906.52
KVVU	15%	\$13,597.83
KVWB	0%	\$0,00
LV1	0%	\$0.00
UNKWN	7%	\$6,345.65

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type Spots	Amount
•	E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/	WaQM	5-6a	WTF	:30	3	\$400.001	0.00 NM 3	\$1,200.00
					M-F 5-6a WakeUp w	/Wagners							. ,
		NEWS										ŀ	
		<u>Star</u>	t Date E	End Date	Weekdays Sp	ots/Week	<u>Rate</u>	Rating				•	
	W	eek: 08/0	06/12 (08/12/12	WTF	3	\$400.00	0.00					

Print Date: 07/18/12 14:54:34

KSNV

Page 2 of 3

Order / Rev: Alt Order #:

Flight Dates:

103613

06830213

08/08/12 - 08/14/12

Advertiser: Product Desc: Heller, Dean for U.S. Senate

HELLER FOR SENATE

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	08/08/1	2 08/10/12	M-F 5-6a WakeUp		5-6a	WTF	:30	3	\$400,001	0.00 NM	3	\$1,200.00
NEWS	;		M-F 5-6a WakeU	p w/vvagners								
_	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08		08/12/12	WTF	3	\$400.00	0.00						
E 2 KSNV	08/13/1	2 08/14/12	M-F 5-6a WakeUp	-	5-6a	MT	:30	2	\$40 0.001	0.00 NM	2	\$800.00
NEWS	;		M-F 5-6a WakeU	p w/vvagners								
_	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08		08/19/12	MT	2	\$400.00	0.00	,					
E 3 KSNV	08/13/1	2 08/13/12	M-F 6-7a WakeUp M-F 6-7a WakeU		6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS	;		iii o ia wakee	p m m ugnoro								
_	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 08		08/19/12	M	1	\$7 <u>00.00</u>	0.00			··········			
E 4 KSNV	08/08/1	2 08/08/12	M-F 6-7a WakeUp M-F 6-7a WakeU	-	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS	3		W TO THE VICEO	piniragiicis								
_	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 08		08/12/12	W	1	\$700.00	0.00		<u> </u>	4	***		
E 5 KSNV	08/09/1	2 08/09/12	Today Show Today Show	CM	658a-9am	T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODA	Y SHOW		roddy onow									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08		08/12/12	M-F Early News		\$1,400.00	0.00	- 20			0.00.4114		
E O VOIAA	00/00/1	2 06/10/12	M-F Early News	CM	5-630p	W-F	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
NEWS	3		,									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08		08/12/12	M-F Early News	CM 2	\$1,000.00 5-630p	0,00 -T	.30	- 1	£4.000.004	0.00 NEA	_	A4 000 00
L. / KONV	00/14/1	2 00/14/12	M-F Early News	CIVI	a-psup	-1	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
NEWS			•									
	art Date	End Date 08/19/12	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
Week: 08			M-F Wheel	1 CM	\$1,000.00 7-730pm	0.00 WTF	:30	2	\$1,000.001	0.00 NM	,	#2.000.00
12 0 1011V	00,00,1	2 00/10/12	M-F Wheel of For		7-130pm	W	.50	3	\$1,000.001	U.UU INIM	3	\$3,000.00
WHEE										:		
<u>St</u> Week: 08	art Date	End Date 08/12/12	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
land and a second			M-F Wheel	CM	\$1,000.00 7-730pm	0.00 MT	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
	00,10,1		M-F Wheel of Fo		, 1000111	1-71	.00	-	φ1,000.001	0.00 14191	۷.	\$2,000.00
WHEE												
<u>St</u> Week: 08	tart Date	End Date 08/19/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
			Olympics Late Ne		11pm-12:35		:30	2	\$1,000,001	0.00 NM	2	\$2,000.00
			Late News during		11pm (2.00	u	.00		Ψ1,000,001	0.00 14191	۲.	Φ2,000.00
	AFT OLY		3461-4	0 4 004 1	P** 4							
<u>Si</u> Week: 08	tart Date 8/06/12	End Date 08/12/12	<u>Weekdays</u> ⊶wT	Spots/Week	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00						
			Sa-Su Early News	***	5pm-630pm		:30	2	\$650.001	0.00 NM	2	\$1,300.00
			Sa-Su Early New		. ,	-		_	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	3100 11111	_	Ψ1,000.00
NEWS		End Data	Meskeleye	Consta MAnale	D-4-	Delling						
<u>ى</u> Week: 08	t <u>art Date</u> 8/06/12	End Date 08/12/12	<u>Weekdays</u> SS	Spots/Week 2		<u>Rating</u> 0,00						
			Olympics Late Ne		11pm-12:35		:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
			Late News during				-	-			•	+ -,5 - 5 - 5
NEWS	S tart Date	End Date	Weekdays	Spots/Week	Rate	Pating						
Week: 08		08/12/12	S		\$1,000.00	Rating 0.00						
		2 08/11/12		СМ	6a-7a	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
											-	

Print Date: 07/18/12 14:54:35

Page 3 of 3

Order / Rev:

103613

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06830213

Product Desc:

HELLER FOR SENATE

KSNV

Totals

30

\$20,850.00

Flight Dates:

08/08/12 - 08/14/12

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
NEWS	News 3 Sunrise SATURDAY								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 08/06/12 08/12/12	S1	\$350.00	0.00						
E 16 KSNV 08/08/12 08/10/12		7:30-8:00PM	WTF	:30	1	\$750.001	0.00 NM	1	\$750.00
OLV ZONE	News 3 Olympic Zone								
OLY ZONE	16/Indo On -1 - 68/	5.4	D. //						
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
E 17 KSNV 08/08/12 08/10/12		430a-5a	WT	:30	2	\$150.001	0.00 NN4	0	****
E17 K3NV 06/06/12 06/10/12	Wake Up Early Wagners	450a-5a	W	:30	2	\$150.001	0.00 NM	2	\$300.00
NEWS	vvalle op Larry vvagriers								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/06/12 08/12/12	WT 2	\$150.00	0.00						
E 18 KSNV 08/14/12 08/14/12	Noon News CM	12-1230pm	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
	Noon News								
NEWS									
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 08/13/12 08/19/12	"T"————————————————————————————————————	\$425.00	0.00			·			
N 19 KSNV 08/13/12 08/13/12		12-1230pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
0/ (0 / 5 / 5 / 5 /	Noon News								
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 08/19/12	Weekdays Spots/Week	Rate	Rating						
		\$425.00	0.00			4000.004			
N20 KSNV 08/13/12 08/13/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners	430a-5a	М	:30	1	\$200.001	0.00 NM	1	\$200.00
Start Date End Date		Pata	Datina						
Week: 08/13/12 08/19/12	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
N21 KSNV 08/13/12 08/13/12	· · · · · · · · · · · · · · · · · · ·	730-758pm	M	:30	1	\$800.001	0.00 NM	1	\$800.00
1121 11311 33 10/12 30/13/12	Face to Face w/ J.Ralston	700-750pm	141	.50	1	\$600.001	O.CO INIVI	'	φουυ.υυ
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12	M 1	\$800.00	0.00						
N22 KSNV 08/13/12 08/14/12	M-F Today Show II 3rd H0M	9-10a	MT	:30	1	\$500.001	0.00 NM	1	\$500.00
	M-F Today Show II				•	+444144	3.00 1111	•	Ψ000,00
NEWS	•								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08/13/12 08/19/12	MT⊶ 1	\$500.00	0,00						